

US-Morocco Bicentennial anniversary

Follow up Survey

QUANTITATIVE STUDY

ARTICLE 1: MARKET SUBJECT

Enclosed is a Request for Proposal (RFP) for the U.S. Embassy Public Affairs Section's Baseline Survey, to measure the evolution of Mission's target audiences' level of knowledge of the relationship between the US and Morocco. The US Government intends to award a contract/purchase order to the responsible company submitting an acceptable quotation at the best price/offer. We intend to award a contract/purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

Please submit your proposal including the quotation as well as a separate line for tax in ENGLISH no later than January 30, 2023 at 5:00pm Local time. All submission should be sent to Rabat_Procurement@state.gov, and tronnebatim@state.gov.

STATEMENT OF WORK

ARTICLE 2: THE CONTRACTOR'S MISSION

2.1. Context

The U.S. Mission in Morocco celebrated the bicentennial anniversary of the U.S. Legation in Tangier (the oldest U.S. diplomatic property in the world, and the only U.S. National Historic Landmark located outside the United States) last year, through a year-long campaign titled 200 years of Friendship. The campaign lasted from May 2021 to April 2022 and aimed to highlight the shared history and bright future of the relationship between the U.S. and Morocco.

The U.S. Mission in Morocco also celebrated during the month of November the 80th anniversary of “Operation Torch,” the first major U.S. military operation of the European-North Africa theater during World War II and a milestone in the deep, historic ties between the United States and Morocco. In partnership with the Military History Directorate of the Moroccan Armed Forces (FAR), the National Library of Morocco, the Tangier American Legation Museum, the Utah National Guard, and the Polish embassy, the U.S. Mission conducted a series of lectures, exhibitions, a mural and media engagements to highlight the significance of this anniversary.

Through this campaign, and other campaigns like the African Lion and the FTA15, the U.S. Embassy worked on raising awareness about the US mission and activities here in Morocco, as well as building a strong network of emerging and established leaders who share some of our goals and are eager to work with U.S.G. to achieve them.

2.2. Study Goals

In order to measure the impact of these campaigns on our audiences’ awareness, perception, engagement, and support for U.S. policy goals, the public affairs section at the U.S. Embassy in Rabat wants to conduct a quantitative study that will allow to answer the following questions:

- What is the current level of knowledge Moroccans have about the themes associated to the bilateral relationship between the U.S. and Morocco?
 - The historical Friendship between the USG and Morocco?
 - The different U.S. Government institutions working in Morocco, their missions and their programs?
 - Economic activity between the U.S. and Morocco, particularly under the Free Trade Agreement?
 - Embassy Cultural and Educational programs?
 - Security cooperation between the U.S. and Morocco (Exercises, armament, anti-terrorism)?
 - U.S. foreign policy toward Morocco, the MENA region, and the world?
- Did they hear, read anything about the U.S activities/campaigns during the last 12 months (Ambassador Puneet Talwar, Operation Torch, FTA15, 200 years of friendship, African lion, aids, ...)?
 - If yes, where (through which communication channel)?

- What do they think of each campaign in terms of perception and satisfaction?
- How do Moroccans perceive the US-Morocco relationship in general and particularly in terms of politics; cultural and education programs; economic activity; security cooperation?
- What are their expectations regarding the U.S.-Morocco partnership and communication?
- Is there a connection between the level of awareness and Morocco's perception of the U.S. Government?
- What are their preferred vs most used communication channels and for what use? What about news? Where do they look for them (traditional media or digital)?

2.3. Contractor's Tasks and Required Expertise

As part of the study, the contractor will:

- Conduct a review of the most relevant research on the US-Morocco relationship;
- Conduct a field study with a panel of a representative population of the target audience;
- Develop the questionnaire based on the draft designed by the US embassy;
- Administer the questionnaire;
- Report the results of the study.

2.4. Study steps

This study will be carried out in three steps.

Step I: Study tools including the methodology and the questionnaire

The contractor will submit a methodological report specifying the targeting and sampling methodology, as well as the questionnaire based on the draft designed by the US embassy.

We are targeting a sample of **600 respondents** broken down as follows:

- **150 Established Opinion Leaders (EOL)** aged between 25-55, with a minimum education level of a Baccalaureate, all over the country in general and based in Tangier in particular
 - Business leaders
 - Activists
 - Influencers
 - Political pundits
 - Journalists
- **450 Emerging voices (EV)** aged between 18-25, with a minimum education level of a Baccalaureate, all over the country in general and based in Tangier in particular.

Step II: Field study

The contractor will administer 600 questionnaires with the selected panel. These questionnaires can be administered by phone, without exceeding 30 min.

The contractor will send progress reports during the whole administration period.

Step III: Study Report

The contractor will send a final report that includes the detailed results of the quantitative study conducted with the approved sample.

ARTICLE 3: DOCUMENTS TO BE PROVIDED BY THE CONTRACTOR

The contractor will provide the following documents:

1. **At the end of Step I:** A methodological report including the study methodology and the questionnaire.
2. **Midway through Step II:** A report on the project progress and the primary results of the quantitative study
3. **At the end of Step II:** The rush data in excel format and the final results report.

PS: The questionnaire and the outline of the final report must be approved by the embassy before executing.

Reports should be submitted in English and the questionnaire should be submitted in English, French and Arabic.

ARTICLE 4: THE CONTRACTOR'S TEAM

The team executing the contract must include qualified personnel who will ensure that the work is carried out in appropriate research conditions. The contractor's team members should be experienced in their field and have demonstrated ability through similar work executed for the public or private sector.

This team should be supervised by an expert with at least a master's degree and demonstrated experience of at least ten (10) years in the field of quantitative studies. The supervisor will be designated as "the project manager".

Team members must have a minimum experience of five (5) years in qualitative/quantitative studies and in executing similar projects to the one requested in this statement of work. This team will be responsible for supervising a team of experienced interviewers.

- Supporting team members who have contextual knowledge, data analysis skills, experience in conducting interviews in the field, and other necessary skills needed to fulfill the requirements of the SOW.
- Interviewers should be fluent in Arabic and French
- The project manager should be fluent in English, French and Arabic

If the performance of one of the team members or interviewers is not satisfactory, the contractor must immediately replace this individual with another equally qualified.

Award of the contract is subject to the Post Morocco's approval of a qualified research team selected to carry out the work.

ARTICLE 5: DEADLINES

The time requested for executing this study is twenty-five (25) days, beginning the day after the contractor is notified. This deadline excludes time required for the Embassy to validate materials required to complete the study. The Contractor shall not be penalized for delays resulting from the U.S. Embassy validation requirements. The study should respect the following deadlines:

STEPS	Duration (In number of working days)
Step 1	3
Step 2	17
Step 3	5
Total	25

ARTICLE 6 : CONTRACTOR'S OBLIGATIONS

As part of the execution of this contract, the contractor must abide by professional and ethical standards in performing the work (as described in Article 2) to:

- Design, plan, manage and carry out all the tasks covered by this Statement of Work, closely involving the U.S. Embassy in Rabat.
- Develop the planning, based on the project deadlines. This planning must be approved by the Embassy.
- Provide the necessary tools, as well as the necessary human resources, to execute the work.
- Design and set up an efficient management system in order to execute the project in the best conditions.
- Provide a follow-up report at the end of each step to compare the actual outcomes to the provisional schedule.
- Send meeting minutes for all meetings with the U.S. Embassy.
- Consult other studies that could contribute to a better understanding of the subjects within the study area.
- Submit the reports mentioned in Article 2
- Submit all the data collected, all the documents used as well as all the tools developed within the framework of the study to the U.S. Embassy.

ARTICLE 7: SUBCONTRACTING

The contractor selected by the US embassy is not allowed to subcontract the study.

ARTICLE 8: OWNERSHIP OF STUDY MATERIALS AND RESULTS

The documents and reports validated by the U.S. Embassy are its property and must be delivered to the contracting department. The U.S. Embassy reserves the exclusive right to dispose of these

reports and documents for its own needs. The U.S. Embassy also retains all intellectual property rights to the material within the framework of the study. The documents produced under this contract are the property of the U.S. Embassy, which reserves the right to their further use. The Contractor is authorized to mention the study as a reference.

ARTICLE 9: CONFIDENTIALITY

The study should be carried out in close collaboration with the U.S. Embassy in Rabat. The Contractor acknowledges that the existence and the terms of this Statement of Work and any oral or written information exchanged between the Contractor and the U.S. Embassy in Rabat in connection with the preparation and execution of this study are regarded as confidential information. The contractor shall maintain confidentiality of all data collected and shall not consult with nor disclose any information to any third party without the express written permission of the U.S. Embassy in Rabat. Disclosure of any confidential information by the staff members hired by the Contractor shall be deemed breach of this agreement for which the Contractor will be liable. Neither the Contractor nor staff hired by the Contractor may use information, materials, data, or communication concerning the study to take harmful action against the U.S. Embassy in Rabat or the Government of the United States. This Section shall survive the termination of this agreement for any reason.

ARTICLE 10: TERMS OF PAYMENT

General. The Government shall pay the Contractor as full compensation for all work required, performed, and accepted under this contract the firm fixed-price stated in this contract.

Invoice Submission. The Contractor shall submit invoices in an original and 2 (two) copies to the office identified in Block 18b of the SF-1449. To constitute a proper invoice, the invoice shall include all the items required by FAR 32.905(e).

Invoices should be sent electronically to RabatFMOInvoices@state.gov and to the following address:

US Embassy
FMO Section
Km 5.7 Ave Mohammed VI, Souissi, Rabat 10170

The Contractor shall show Value Added Tax (VAT) as a separate item on invoices submitted for payment.

(c) Contractor Remittance Address. The Government will make payment to the contractor's address stated on the cover page of this contract, unless a separate remittance